



## MINUTES DISCOVER FLAGSTAFF TOURISM COMMISSION

January 26, 2021 – 1:00 p.m.-3:00 p.m.

[Join Meeting](#)



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

### A. CALL TO ORDER

Chair Madeksza called the meeting to order at 1:00 p.m. She welcomed newly appointed Commissioner, Ellen Jimenez. Commissioner Jimenez introduced herself and gave a brief description of herself.

### B. ROLL CALL:

Terry Madeksza, Chair, [present](#)

Jennifer Grogan, Vice-Chair, [present](#)

Steve Finch, [present](#)

Lynda Fleischer, [joined at 1:24 p.m.](#)

Ellen Jimenez, [present](#)

Joe O'Donnell, [joined at 1:02 p.m.](#)

Jennifer Rolley, [present](#)

*As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.*

### C. LOCAL CHECK-IN

Vice-Chair Grogan mentioned that the Event organizers are hosting a meeting next week Monday to discuss the future of events in Flagstaff. This will also be in preparation for Discover Flagstaff's events meeting to be held later. She also mentioned that the Wool & Fiber Festival will be a virtual event on June 5 & 6, 2021.

### D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

[None](#)

### E. APPROVAL OF MINUTES

A. January 13, 2021 Tourism Commission Retreat

#### MOTION:

Vice-Chair Grogan motioned to approve the minutes from the January 13, 2021 Retreat, Commissioner O'Donnell seconded the motion, no discussion. The motion passed unanimously.

### F. DISCUSSION

A. FY22 Sales & Marketing Presentation by the Discover Flagstaff Team on the FY22 proposed Direct Sales, Media Relations, and Marketing Activities.

Chair Madeksza ed that the Discover Flagstaff team emailed out the PowerPoint with changes brought forth from the retreat held earlier in the month. Chair Madeksza asked for question or comments if any on the revised changes. After hearing non, she asked for a motion.

### G. ACTION

A. Approval Recommendation of FY22 Sales & Marketing Budget

#### MOTION:

Commissioner Jimenez motioned to recommend for approval the FY22 Sales & Marketing Presentation to the City of Flagstaff Budget team, Commissioner Rolley seconded the motion, no discussion, the motion was approved unanimously.

## H. REPORTS

### A. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig, Lowell Observatory gave a PowerPoint presentation for the months of November and December as well as numbers closing out the year. She is still working on getting numbers for several attractions and will include 2019 in future reports.

### B. Director & Staff

Staff gave monthly reports for December 2020 for Administration, Marketing & Creative Services, Social Media, Public Relations, Sales and Visitor Services.

#### Questions/Comments:

- Commission O'Donnell mentioned the Cash Mob article in the Arizona Daily Sun and suggested that Discover Flagstaff use this as an idea for the upcoming Brewery Week. Staff said they would reach out to the group. The group can be found at #weareopen for those interested.
- Commissioner Jimenez mentioned the 4% decrease is good for Flagstaff as other cities are reporting higher decrease percentages in the state. What is Discover Flagstaff's Target Audience, Phoenix or local. Ms. Pappas, answered yes, Flagstaff Locals.
- Commissioner Rolley asked if there will be plaques made for the buildings on the Green Book Tour map. Ms. Pappas said it was a great idea and will bring it forth to the Historic Preservation Commission.
- Commissioner Fleischer asked about the high numbers from Texas visitors? Ms. Pappas mentioned it's an elevated interest, i.e. Dallas direct flights and spring training.
- Councilmember Salas mentioned she must leave the meeting but wanted to update the commissioners that the Council is meeting on the Marijuana retail. They approved and supported this at the last council meeting. They are also discussing increased funding to the Arizona Office of Tourism as a priority to the State. She also thanked the Discover Flagstaff team for their great work. Ms. Hansen suggested to add the Council Liaison to the agenda each month for their monthly report to the Commission. This agenda item will be added. Director Ward will also send the Trade Show Newsletter to the Commissioners.
- Commissioner Fleischer asked how long will the future of Virtual Trade Shows continue? Does this format allow us to attract new markets? Ms. Lamont answered yes, in the European markets and expand to new markets. For example, in the trade show pod that Ms. Lamont showed earlier, the items in the pod can be clicked on for information and information can also be requested via these virtual pods during the trade shows.
- Commissioner Rolley mentioned that she is hearing and seeing the media mention snow in Flagstaff that makes visitors not wanting to come to Flagstaff and can we reach out to the Media and let them know that Flagstaff is open and ready to greet visitors. Ms. Pappas stated that yes, it is being done through earned media and organic social media. Mr. Russell goes through the ADOT and shares on the social media pages. Ms. Roederer reached out to media to say Arizona Snowbowl is open and roads are good.

### C. Chair

Chair Madeksza reminded the Commissioners to review the Discover Flagstaff's presentation and reports when emailed before the meeting so that thoughts, comments, and questions can be asked during the meeting. This is also an opportunity to offer input as well.

**I. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS**

**A. Agenda Items**

- AMTRAK Update
- Parking Update
- Snowplay Update
- Nordic Center Update
- Mural Restoration Downtown
- Spring Training

B. Next meeting date: February 23, 2021 at 1:00 p.m.

**J. ADJOURNMENT**

Commissioner Fleischer motioned to adjourn the meeting at 2:47 p.m., Commissioner O'Donnell seconded the motion, the meeting was adjourned.